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## **DEG DELIVERS DIGITAL COPY SUPPORT Trade Group Drives Industry-Wide Logo and Language**

LOS ANGELES (August 28, 2008) – DEG: The Digital Entertainment Group announced that it has developed an industry-wide logo and language to support the new Digital Copy features that are available for both DVD and Blu-ray Disc.

Under the guidance of its Board of Directors, the Content Committee and studio creative and marketing executives, the DEG worked diligently to define a standardized way to describe this feature which allows consumers who purchased digital copy-enabled packaged media to either transfer or download a second version of the film for portable applications. This initiative is in direct response to retailers' requests for a unified approach to promoting this new feature in order to help educate consumers and to avoid confusion in the marketplace.

The Digital Copy initiative supports both a vertical sticker and horizontal banner for packaging flexibility. Digital Copy's key benefits are identified as, "Simple. Fast. Portable." The packaging will also highlight compatibility with such devices as iPod, PlayStation Portable, Windows Media Player, etc.

The Digital Copy logo is being trademarked and will begin to appear on a variety of DVD and Blu-ray Disc titles in the fourth quarter.

The DEG is pleased to promote this exciting feature that will help enhance the appeal of physical media," said Ron Sanders, President, DEG and President, Warner Home Video. "We believe this logo will allow consumers to easily identify which products on DVD and Blu-ray Disc have the added value of a digital copy."

For more information, please contact the DEG office.

# **DIGITAL COPY**

DEG: The Digital Entertainment Group is a Los Angeles-based, industry-funded nonprofit corporation that advocates and promotes the many benefits associated with physical and digital entertainment while providing updated information to both the media and the retail trade. The DEG offers a forum for member companies to engage in ongoing discussions concerning various opportunities, which relate to other new digital technologies, the environment and other emerging topics. The DEG can be reached at 310-888-2201, via e-mail at [getinfo@digitalentertainmentinfo.com](mailto:getinfo@digitalentertainmentinfo.com) or through its Web site at [www.degonline.org](http://www.degonline.org).

Regular members of the DEG are Anchor Bay Home Entertainment, D&M Holdings, DTS Entertainment, Dolby Laboratories, HBO Video, Hewlett-Packard, Image Entertainment, JVC Company of America, Lionsgate, Meridian Audio, MGM Home Entertainment, Microsoft, Monster Cable, MPI Media Group, Panasonic Consumer Electronics, Paramount Home Entertainment, Philips Electronics, Pioneer Electronics (USA), Sony Electronics, Sony BMG Music Entertainment, Sony Pictures Home Entertainment, Toshiba America Consumer Products, Twentieth Century Fox Home Entertainment, Universal Studios Home Entertainment, Walt Disney Studios Home Entertainment and Warner Home Video.

Associate members are 3ality Digital, AGI Media, AGI Polymatrix, Arvato Digital Services, Ascent Media/Blink Digital, Bertelsmann Direct North America, Blockbuster, Capgemini, CinemaNow, Cinram, Cryptography Research, Deluxe Digital, Digeo, DV&A, Ingram Entertainment, JVC Disc America, Kestrel Wireless, Macrovision, Media Control GfK, Memory-Tech, MOD Systems, Netflix, Nielsen Entertainment, NPD Group, Panasonic North America, PaperFoam, Polar Frog Digital, RCDB, ScreenPlay, Sonic Solutions, Sony DADC, Technicolor, Teradata, THX, Universal Operations Group and Wynalda Litho.